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APPLICANTS : Vora, Sanjay et al.

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FOR : STRUCTURED WEB ADVERTISING

GROUP ART UNIT : 2178

EXAMINER : Huynh, Cong Lac T

HON. COMMISSIONER FOR PATENTS P.O. Box 1450

Alexandria, VA 22313-1450

REQUEST FOR RECONSIDERATION

SIR:

The following remarks are in response to the Office Action dated April 7, 2008.

Amendments to the claims begin on page 2.

Remarks begin on page 10.